

Attachment

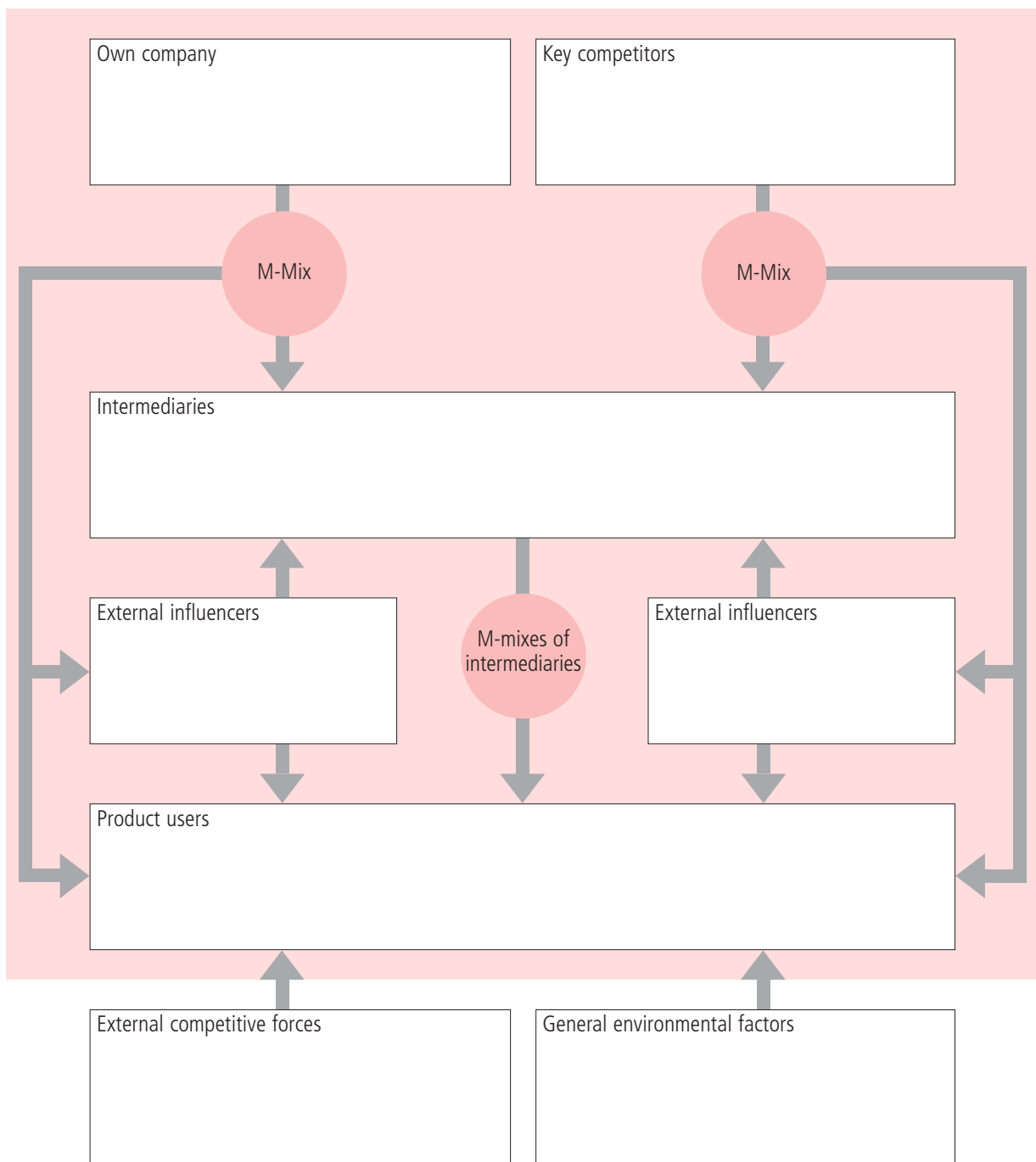
I : Work sheets and notes
on marketing analysis

Marketing analysis

Subtask 1.1: Definition of the relevant market; identification of the market system

Market for: _____ (product group)

in: _____ (geographical market area)



Subtask 1.2.1:
Description of product users

Determination of market volume and strategically relevant sub-markets

Market size:

Previous development:

Name of sub-market and short description	Sub-market volume by 201 ...	Sub-market volume by 201 ...	Sub-market volume by 201 ...
Total market			

Unterscheidbare Marktsegmente

Segment name	Description of segment	Segment size

Definition of market segment – sub-market matrix

Segments Sub-markets				
	○	○	○	○
	○	○	○	○
	○	○	○	○
	○	○	○	○

Legend: ★★★= highly significant, ★★= significant; ★= noteworthy; ○ = irrelevant

Subtask 1.2.2:
Description of intermediaries

Naming independent distribution channels and determining key quantitative characteristics

Names of distribution channels and key trade organizations/ other intermediaries	Number of companies and points of sale per distribution channel	Market share of distribution channel in total market

Specification of qualitative characteristics and analysis of development trends

Names of distribution channels	Key qualitative characteristics and development trends

Subtask 1.2.3:
Description of key external influencers

Names of external influencers	Key characteristics	Description of type/significance of influence on product users and/or intermediaries

Subtask 1.2.4:
Description of key competitors

Names of competitors	Market share (status quo and future development)	Description of relevant characteristics of competitor company: marketing measures, marketing infrastructure and resources

Subtask 1.3:
Determining market-specific success factors

Assessing marketing instruments and instrument dimensions

Names of marketing instruments and instrument dimensions	Assessment of significance to sales success (zero to very high)	Assessment of design leeway (zero to very large)
	very high	very large
	very high	very large
	very high	very large
	very high	very large
	very high	very large
	very high	very large
	very high	very large
	very high	very large
	very high	very large
	very high	very large

Positioning of instruments and instrument dimensions in the dominance-standard model



Subtask 1.4:
Prognosis of market development

Description of external competitive forces and their market impact

Development trends of external competitive forces	Impact on the entire market

Description of general environmental factors and their market impact

Development trends of relevant general environmental factors	Impact on the total market as well as on specific market system elements

Projections

Forecasts of market volume development
Projections on changes to the competitive structure
Projections on changes in competitive intensity
Projections on qualitative changes in the need structure
Projections on changes to the structure of intermediaries

Subtask 2.1:
Determination of the relevant offer

Naming the product or product group to be analyzed

Possibly: Naming the brands or sub-brands to be used*

Brands:

Sub-brands:

*e. g. brands and sub-brands registered in name of the company but previously rarely used or not used at all

Subtask 2.2:
Description of key attributes of the offering and of the relevant company resources

Case A: Existing offer
Description of key marketing measures and relevant resources

Naming and describing key marketing measures
Naming and describing resources used for this purpose
Costs for previous marketing measures

Description of customer potentials, customer relations and key success-/failure factors

Description of customer structure

Description of quality and of weak points in existing customer relationships, untapped customer potentials
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Case B: New offer

Description of possibly interesting and/or planned offer characteristics

Description of the offer idea and of the needs to be satisfied; as far as known: description of specific offer characteristics and/or specific marketing ideas
As far as possible: description of resources required for design and marketing; description of existing resources that might be used for this purpose
If possible, cost estimates (especially investments in new resources)

Description of customer potentials that might be tapped

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**Subtask 3.1.1:
Strengths and weaknesses of the offer and relevant resources in comparison
to specific competitors**

Offer- and/or resource characteristics	Description of type and intensity of use		Strengths and weaknesses from the company's perspective	Relevance to success according to the D-S model
	Own product	Competitor product		

Subtask 3.1.2:
Opportunities and threats based on the expected market development

Opportunities	Threats

Subtask 3.2:
Identification of strategic challenges using TOWS-maps

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Subtask 4.2:
Financial and other boundary conditions that should be accounted for in the concept development

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